



hop
fastpass™
SIMPLE. FAST. SECURE.

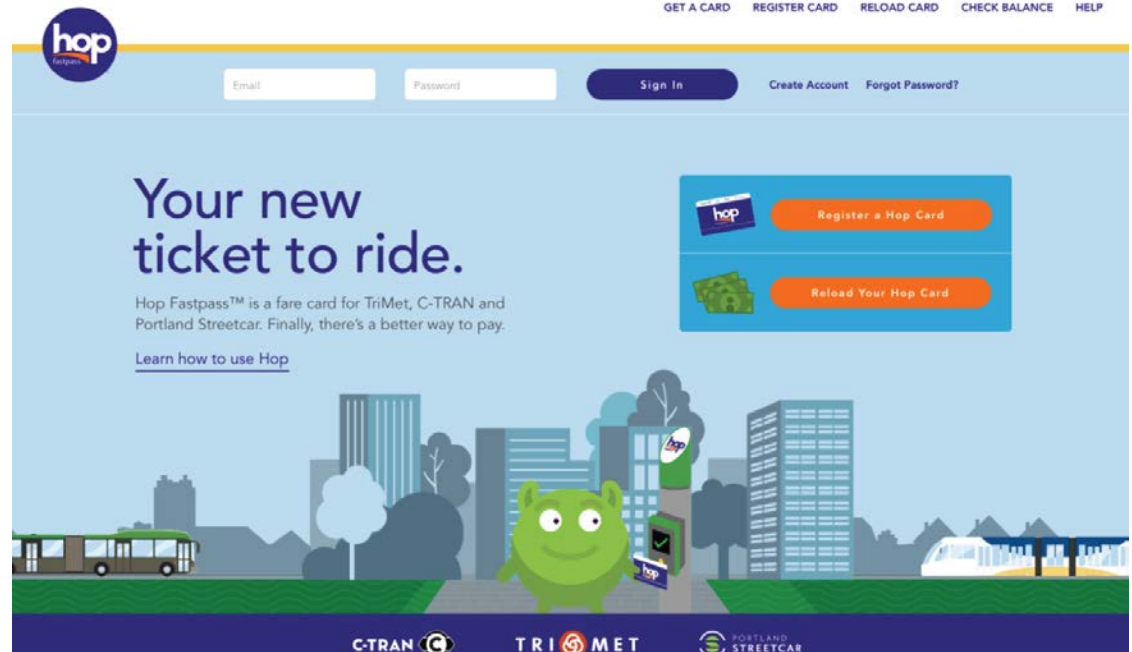
Project Update Board Briefing

January 25, 2017

Chris Tucker, Director of Revenue Operations

Agenda

- Project Status
- Risks
- Mitigations
- Beta Recruitment
- Beta Testing
- Summary




Project Status

- Scripted field testing nearly complete
- Back office systems ready
- Website and app improvements continue
- Training and procedures nearly complete

Hop 101

- 1 Get a Hop card on the gift card rack at the store.
- 2 Load money on your card in the checkout lane, or use the Hop website, app or phone hotline.
- 3 You're good to go! Just remember to "tap on" every time you ride.





Tap and Go

- Tap your card on the Hop reader every time you board.
- Tap with your phone using a mobile wallet, or with a contactless debit/credit card.
- Transfers are free.



Save as You Ride

- Use your card for two trips in one day and you earn a day pass.
- Reach the cost of a monthly pass, and you ride free for the month.
- Get the savings of a pass, without the upfront cost!



Reload Just About Anywhere

- Put money on your Hop card anywhere, anytime, using the Hop website, app or phone hotline.
- Reload in the checkout lane at more than 500 stores.

Adding Money

Risks



1. **Fundamental regional change**
2. **Learning curve will be high**
3. **Feedback will identify other issues**
4. **Customer and staff training must be ongoing**
5. **Hardware and software failures will occur**

Mitigations



1. Extensive training and outreach
2. Robust feedback channels
3. Careful and measured rollout
4. Robust call center and field staffing
5. Responsive team of engineers to address issues quickly

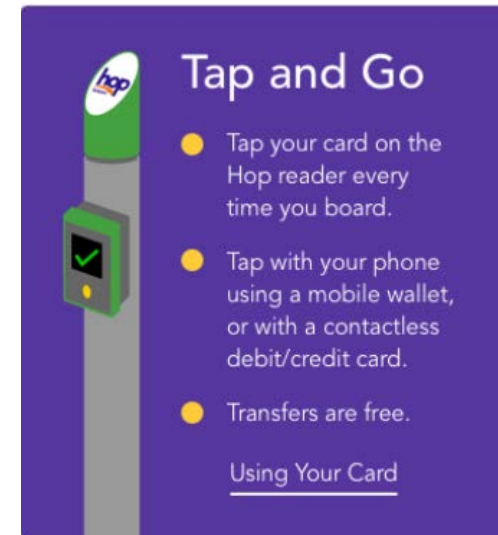
Beta Tester Recruiting

- **5,000+ customers on waiting list**
 - Starting with 250 customers, gradual increase
 - Recruiting cross-section of riders
- **CBOs to help recruit unbanked/cash paying customers, limited/no technology & LEP riders**
- **Employers, schools & agencies being recruited for testing**



Beta Testing

- **January 29, 2017 – Employee IDs will work as building access and at Hop Fastpass card readers**
- **Late February – Controlled rollout to 250 customers for testing increasing up to 500 per month**
- **March/April – A few schools, employers and agencies will begin testing**
- **April/May – Test Apple Pay & Android Pay**
- **May – Assess system readiness**
- **July – Sell/reload cards at 500+ retailers**



Summary

- Scripted field testing nearly complete
- Expect some turbulence during take-off
- Mitigate with training, outreach and system fixes
- Late January – Employees start using
- Late February – 250 customers begin testing



Hop Fastpass™ is coming in 2017.